## Message Text

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PAGE 01 SANTIA 06282 221528Z ACTION ARA-14

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FM AMEMBASSY SANTIAGO TO USDOC WASHDC PRIORITY INFO AMCONGEN SAO PAULO SECSTATE WASHDC 241

**UNCLAS SANTIAGO 6282** 

EO 11652: NA TAGS: BEXP, CI

SUBJ: WOODWORLD U.S.A. CATALOG SHOW

REF: LINDOW-LACEY TELECON OF AUGUST 18

- 1. IN TELECON WE ASKED IF THE INDUSTRY EXPERT'S TRAVEL COULD BE CHANGED TO REVERSE THE ORDER OF HIS APPEARANCES FIRST IN CURITIBA FOR THE OPENING AND PRIME TIME OF THE BRAZILIAN TRADE FAIR, OCTOBER 13-16, AND THEN TO SANTIAGO FOR AN OCTOBER 18-20 PRESENTATION.
- 2. WE REQUIRE THE DATE CHANGE BECAUSE OF SITE AVAILABILITY. WITH THE ACCUMULATION OF CATALOGS THAT MUST BE SHOWN, 88 COMPANIES AS OF AUGUST 21, WE ARE RUNNING OUT OF SUITABLE EXHIBITION SITES THAT WILL ACCOMMODATE SO LARGE AN EXHIBITION.
- 3. EXCELLENT ROOM IS AVAILABLE AT SOFOFA, THE CHILEAN NATIONAL ASSOCIATION OF MANUFACTURERS, BUT ONLY IF THE DATES OF THE SANTIAGO PRESENTATION ARE CHANGED TO OCTOBER 18-20. TWO OTHER IMPORTANT BENEFITS COME TO US WITH THE CHANGE: SOFOFA BECOMES A CO-SPONSOR OF THE SHOW, AND ITS FACILITIES COME TO US AT NO COST. OUR ALTERNATIVES, IF WE HAVE TO STAY WITH THE OCTOBER 9-11 DATES, WILL INCREASE OUR BUDGET REQUIREMENTS BY \$ 500 TO \$ 800. TABLE SEATING WILL UNCLASSIFIED

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BE INADEQUATE IF WE MUST STAGE SUCH A LARGE EXHIBIT IN SMALLER QUARTERS.

4. FOR SAO PAULO: IF INDUSTRY EXPERT CAN ADJUST HIS TRAVEL TO OUR REQUEST, WE ASK YOUR CONCURRENCE WITH THIS CHANGE, WHICH WILL GIVE HIM FOUR DAYS AT THE CURITIBA EXHIBITION AND THEN ONE FULL TRAVEL DAY TO MAKE OUR NEW OCTOBER 18

OPENING. THIS CHANGE IS IMPORTANT TO OUR PRESENTATION, ATTENDANCE LEVEL AND QUALITY, AND THEREFORE THE SUCCESS OF THIS EVENT IN SANTIAGO.

5. POSSIBLE ITINERARY FROM CURITIBA TO SANTIAGO: OCTOBER 16 1815 P.M. DEPART CURITIBA QD 520 1900 P.M. ARRIVE SAO PAULO OCTOBER 17 1120 A.M. DEPART SAO PAULO VARIG 922 1400 P.M. ARRIVE SANTIAGO

6. PLEASE LET US KNOW ASAP IF NEW SHOW DATES ARE POSSIBLE FOR SANTIAGO SO THAT WE MAY COMPLETE OUR BUDGET ESTIMATE AND PROCEED WITH OTHER PLANNING DETAILS. GROVER

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